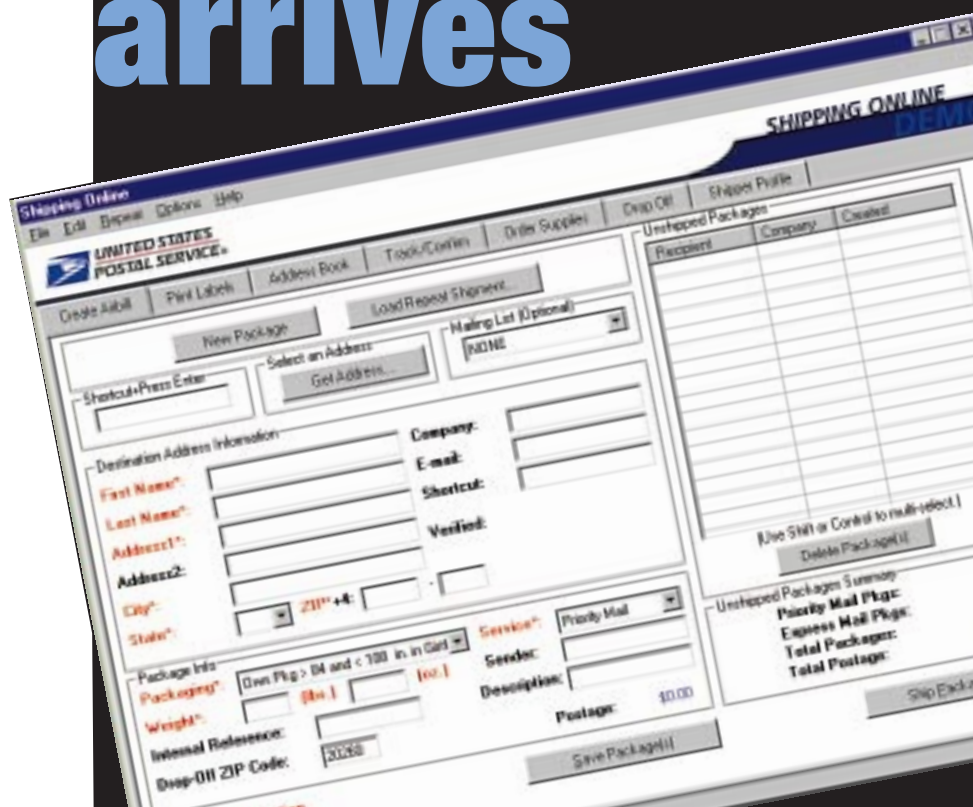


MEMO to MAILERS

UNITED STATES POSTAL SERVICE
VOLUME 34 NUMBER 10
DECEMBER 1999

SHIPPING ONLINE arrives



Using free Shipping Online software, customers can print labels, pay for postage, schedule a pickup, track packages and confirm delivery for Express and Priority Mail directly from their computers.

Shipping Online is a new Web-based application available from the Postal Service that simplifies the preparation of expedited package mailing labels and the payment of postage online.

"Shipping Online is designed for small- and medium-sized businesses," says Paul Courtemanche, manager, Internet Shipping Solutions programs. "With Shipping Online, customers can print Express Mail

or Priority Mail labels, pay for postage, schedule a pickup, track packages and confirm delivery. It can be done right from their computer, 24 hours a day."

The initial testing of Shipping Online was done with 1,250 registered Post Office Online customers. CDs with the software will be available from postal supply centers in December and in postal business centers and selected post

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WHAT'S INSIDE:

- 2 REVENUE DEFICIENCY TIME LIMITS
- 3 LIBERTY CASH CARDS
- 3 AUTOMATION PROCESSING EXCLUSIONS
- 4 LEGISLATIVE UPDATE
- 4 IDEA FORUM
- 8 EXPRESS MAIL MANIFESTING

STUDY SHOWS cost of UNDELIVERABLE mail

A new study shows the costs associated with Undeliverable-As-Addressed (UAA) mail and the benefits of good mail list hygiene. The study was conducted by PricewaterhouseCoopers for the Postal Service office of Address Management.

"The study was made because we must know the magnitude of the UAA problem," says Michael Murphy, manager of Address Management at the National Customer Support Center (NCSC) in Memphis.

"Move Update works"

While UAA mail is less than 3 percent of total mail volume, the cost for processing UAA in FY

1998 was \$1.5 billion. The largest costs were for forwarding (\$438 million) and for returning to sender (\$768 million). The average cost per piece was 21 cents for forwarded mail and 59 cents for returned mail.

The mobility of the American public creates significant problems for business mailers in maintaining high-quality mailing lists. Ninety-three percent of UAA is due to changes of address. Over 60 percent of UAA mail is forwarded or returned to sender and the rest ends up as waste, depending on the mailer's endorsement.

A study of UAA mail is conducted periodically to determine the volume, characteristics and costs of UAA mail. "The study will help us develop new strategies to tackle

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Rocky Matthews
Program Analyst,
Address Management

time limits set on REVENUE DEFICIENCIES

“Notifications of deficiencies and the application of the rules across the country will be more uniform.”

Stephen Brown
Accountant

New instructions have been issued on assessing and collecting insufficient payments of postage and fees owed, and general time limits have been set as to how far back the Postal Service will look for prior deficiencies.

“The old instructions were from 1989,” says Accountant Stephen Brown. “The new instructions will insure the handling of revenue deficiencies is in compliance with accounting procedures and bring consistency in the application of debt collection.” The new instruction also includes new accounts for the recording and tracking of revenue deficiencies.

Once a revenue deficiency is discovered, the Postal Service looks at previous mailings or fees to see if other deficiencies exist. How far back in time the Postal Service looks depends on the category of mail or service.

For mailings requiring a postage statement, the general time limit is 24 months prior to the time the shortfall was discovered. For revenue deficiencies resulting from fees and other sources, the time limit is 12 months.

“Notifications of deficiencies and the application of the rules across the country will be more uniform,” Brown says.

The time limits do not apply in cases where fraud is sus-

pected or where no postage has been paid or if there is a history of repeated non-compliance with mailing standards. The deficiency may be waived if a debtor has written evidence that the mailing was authorized as prepared.

Revenue deficiency references will be changed in the Domestic Mail Manual (DMM). Debtors will still be afforded at least two levels of appeal for deficiencies. ■

UNDELIVERABLE MAIL continued from page 1

the UAA problem and ensure mailers are keeping current with their mailing lists,” Murphy says. The study also supports the rate development and mailing requirements processes.

The survey was conducted at 155 delivery units and 122 Computerized Forwarding System (CFS) sites. Over 34,000 UAA mailpieces were analyzed

for mail characteristics, endorsements and disposition.

The study shows that increased use of Move Update programs contributed to a reduction in UAA volume. Rocky Matthews, program analyst for Address Management, says, “In 1998, UAA volumes were cut in half using Move Update programs. Move Update works.” The study estimates the total cost avoidance associated with Move Update programs at \$1.5

billion. “Those are costs that would have had to be passed on to mailers through fees or as part of the rates,” Matthews notes.

Move Update is the umbrella term for all of the change-of-address (COA) services the Postal Service provides, such

as National Change of Address (NCOA), *FASTForward_{SM}* and Address Change Service (ACS). Using Move Update tools, mailers can identify and correct addresses that would have been undeliverable due to address changes. While the Move Update requirement was designed for First-Class discount mailers, the mailing tools are available to any mailer.

“Mailers should use pre-mailing hygiene tools such as NCOA or *FASTForward_{SM}* to correct their lists before mailing and post-mailing tools such as ACS or Ancillary Service Endorsements as a follow-up on their mailings,” Murphy adds. “It’s cost-effective because it will reduce the amount of delayed, misdirected

or returned mail, so mailers don’t waste paper or postage, and they’ll get better service with less rehandling.”

The executive summary of the study is available on the postal Web site at www.usps.com through the Rapid Information Bulletin Board System (RIBBS) page (<http://ribbs.usps.gov/files/uaa>). It can be downloaded as a portable document format (PDF) file. ■

UAA volume ANNUAL VOLUME IN FY 1998:

5.4 billion pieces
Average cost per piece:
29 cents

2.1 billion pieces forwarded
(39 percent)

1.3 billion pieces returned to sender
(24 percent)

2.0 billion pieces treated as waste
(37 percent)

americans ON THE MOVE

- 17 percent of Americans change addresses annually.
- 43 million people move annually.
- The average American moves 11 times in a lifetime.
- One of every six families moves each year.
- The Postal Service processed 44 million changes of address in 1998.

LibertyCashTM CARDS

free Colorado agency
from petty cash problem

A new postal product being tested in 10 districts proved to be a winning solution for the Colorado Department of Revenue.

Account Representative Pat Reynolds says, "Funds for postage at these offices were being paid out of petty cash, which meant there was no way for them to track mailing expenses." The main Revenue office had to cut individual checks for each field office to replenish the individual petty cash funds, which was time-consuming.

The agency asked Reynolds for help. He thought LibertyCash Cards might be the answer to their problem. The cards would allow the offices to purchase large quantities of postage easily without the need to cut a petty cash check each time.

LibertyCash cards are pre-

paid cards that customers can use to pay for postage. The postage amounts, from \$5 to \$300, can conveniently be reloaded using a credit card.

The cards can also be ideal for small businesses that don't use postage meters. While the Colorado Department of Revenue isn't a small business, it has 52 motor vehicle offices throughout the state that are too small to warrant purchasing postage meters.

The Department purchased 52 of the cards for each motor vehicle office, which required only one check. PIN numbers were assigned to each location so



purchases could be tracked. "It keeps each office accountable," says Reynolds. "Now they can monitor usage. They can call a toll-free number and get a report on the balance on each card."

According to Reynolds, the Department found LibertyCash

Cards so convenient that it is looking at other units where they can be used, such as the licensing and gaming offices. The State is also considering using them in smaller county offices, such as the recorder of deeds. ■

Revision allows mailers to exclude letter mail from automation processing

The Postal Service has proposed revisions to the Domestic Mail Manual that will allow mailers to choose to exclude their letter-size mail from any automated processing involved with the initial distribution of mail, including tabbing and labeling machines, barcode sorters and optical character readers. The proposal also revises Line 2 of tray labels, replacing "NON OCR" with "NON BC" for Presorted First-Class Mail letters and Presorted Standard Mail (A) letters.

With the installation of more than 11,500 optical readers and delivery barcode sorters, the

Postal Service now processes nearly 95 percent of letter mail through automated operations. Leading-edge tabbing machines and labeling systems are among the newest additions to the array of automated postal equipment.

There are a growing number of mailers who lower their costs by forgoing envelopes and folding or binding their mailpieces. Typically, these are smaller firms that do not want to invest the time and capital necessary to meet the requirements for higher postage discounts. During postal processing, mailpieces with unsealed edges frequently get torn or damaged. Mailpieces

with open edges also can jam postal equipment, which reduces processing efficiency. As a result, some postal facilities affix tabs to the open edges of letter-size mail (e.g., self-mailers, booklets, double postcards).

Postal tabbing machines use one or two translucent seals to secure the leading edge of a mailpiece. Typically, the leading edge is the right side of the mailpiece as the address is read. Postal tabbing stabilizes the mailpiece and minimizes damage that occurs with the quick acceleration and high-speed transport of optical character readers and barcode sorters.

Alternatives were considered for mailers who do not want their mail tabbed or processed through other automated equipment. The final recommendation was for mailers to have the

option to use new tray labels to designate the trays of mail that should be excluded from all automated processing. To identify these trays, the Postal Service is adding four unique content identifier numbers (CINs) for mailers to use with barcoded tray labels. At this time, barcoded tray labels are optional for non-automation rate mailings.

While the new tray label should provide adequate identification of 5-digit letters that fill a 5-digit tray, facing slips printed with "DO NOT AUTOMATE" must be applied to required 3-digit, ADC and mixed ADC packages. The mailer's use of facing slips will ensure proper identification of bundles for manual processing.

For more information, contact Jamie Gallagher at (202) 268-4031. ■

AMENDMENT THREATENS POSTAL SERVICE INTERNET USE

An amendment may be offered to the National Telecommunications and Information Administration (NTIA) Reauthorization Act of 1999 regulating the Postal Service's Internet activities. The amendment reportedly states:

The NTIA may not assign, transfer, or delegate to the United States Postal Service, directly or indirectly, any responsibility regarding Internet management and administration, specifically including management of the '.us' domain name.

The Postal Service had legitimate reasons for offering to manage the .us domain at the Commerce Department's behest, but it is no longer pursuing this proposal. However, the amendment casts such a wide net that it could outlaw all current and future Internet services offered by the Postal Service. The language that prohibits the NTIA from granting the Postal Service "directly or indirectly, any responsibility regarding Internet management and administration" is extremely broad and vague and could easily be interpreted to impact current and future Internet activities. Limiting and possibly even outlawing the Postal Service's Internet services would hamstring its efforts to serve a nation that is increasingly turning to electronic communications to get information and make purchases.

The Postal Service currently "administers" an extensive information systems network using a Class A Internet license authorized by the National Science Foundation. This license grants the Postal Service the

exclusive use of many numeric Internet addresses. The Postal Service assigns these addresses to its computers and servers and "manages" these subnets in accordance with Internet protocols. This system is critical to providing efficient, effective postal services to the nation.

These efforts could easily be classified as "Internet management and administration." As a result, private carriers could use this language to challenge current and future postal Internet activities in court. At best, such legal challenges would cause lengthy delays in the Postal Service's introduction of important new Internet services. At worst, they would strip the Postal Service of its ability to assign Internet addresses and administer its network, forcing it to shut down its internal and external Web sites.

The Postal Service's public home page is one of the most heavily trafficked on the Internet, receiving about three million "hits" each month. Customers use this site to find ZIP Codes, calculate rates, buy stamps, track packages and get other key postal information. Postal Service Web sites also allow customers to buy stamps, get information on how to conduct a direct mail campaign and take advantage of savings from Priority Mail.

Though the Postal Service sells its services in the marketplace, it remains a government institution with a critical public service mission to provide affordable, daily communications services to every American. In 1971, Congress specifically mandated the Postal Ser-

continued next page

ideaforum

MERRILL LYNCH bullish on PRIORITY MAIL

THE CHALLENGE

Merrill Lynch wanted to take advantage of the image that Priority Mail packaging projected to clients, but the company needed an envelope that would support its existing mailing operations. Merrill Lynch uses client names and addresses printed on its invoices to show the delivery address when documents are inserted into window envelopes. The company also uses meter strips, so it was important that the design of any new Priority Mail envelope incorporates a surface that would allow the strips to adhere better after the glue dried.

THE SOLUTION

Working with the Postal Service and a consulting firm contracted to supply customized expedited mailing containers for high volume mailers, Merrill Lynch created Priority Mail window envelopes in two sizes. The design of the new envelope simplifies mail preparation and saves valuable time. And, to improve the holding power of glued meter strips, the Priority Mail packaging features a coarse surface space in the upper right-hand corner of each envelope.

THE RESULT

Many companies don't realize how cooperative the Postal Service can be to work with. Fortunately, Merrill Lynch did. By converting to flat-rate Priority Mail envelopes, Merrill Lynch has trimmed its annual packaging costs by \$38,000. Delivery time for important materials mailed to customers decreased significantly, adding value to the Merrill Lynch Client Focus commitment. The newly created Priority Mail window envelopes also opened the doors to other Merrill Lynch departments to take advantage of the same expedited services. As Merrill Lynch suggests, this cooperative spirit can serve as a model solution for others who have unique mailing needs. ■

Y2K? THE POSTAL SERVICE WILL BE READY. WILL YOU?

It's official. All of the Postal Service's mission-critical systems have been tested and certified as able to properly function in a Year 2000 environment.

Programmers had to scour more than 100 million lines of computer code, and engineers had to inspect, repair or replace tens of thousands of components, mainframes, minis, micros, desktops and laptops.

TIME MACHINE

In addition, 38 computer-dependent mail processing systems had to be checked, fixed, tested and retested. And, just to make sure everything was done properly, the processing and distribution facility in Northern Virginia was put in a "time machine" for six weeks. On August 30, the system dates on the plant's systems were advanced to December 30. Two days later (as far as the machines were concerned) it was New Year's Day.

Did date-related problems delay mail? No. For six weeks all systems processed mail in a simulated 2000 environment without any compromise in service.

THE UNKNOWN UNKNOWNNS

With the technical fixes done, management attention now focuses on planning for internal and external "unknown unknowns." A template for coping with external problems, should any arise, has been reviewed by more than 300 postal sites nationwide and, with minor revisions, has been accepted by our field managers as a useful tool for thinking

through the resource, communications and training issues involved in Y2K.

SUPPLIERS AND KEY PARTNERS

The Postal Service relies on goods and services provided by others to support its complex, nation-wide delivery network and has invested significant resources to assess

the readiness of its suppliers. These outreach efforts indicate that virtually all USPS critical, national suppliers are now, or expect to be, Year 2000 ready before January 1, 2000. Also, all mission-critical information interfaces between the Postal Service and its key business partners have been tested and certified to work properly in 2000.

BUSINESS MAIL ENTRY

Staff at the nation's Business Mail Entry offices are gearing up to help customers work through their own Y2K glitches. Postal managers stress, however, that discounts for presorting and other mail prep cannot be granted for mail not properly prepared—even if the failure is due to Y2K. The Rates and Classification field offices will also offer extended hours over the New Year's rollover to help resolve any special difficulties that may arise.

GO TO CYBERSPACE

For more information on the Postal Service's Year 2000 preparations, point your browser to www.usps.com/year2000. This site will be regularly updated during the New Year's holiday weekend with postal operational status reports of interest to mailers. ■



SHIPPING ONLINE

continued from page 1

offices in February. It will be available for downloading on the Postal Service Web site later next year. The software is free.

"The biggest benefit of Shipping Online is convenience," Courtemanche says. "Customers can produce and pay for ship-

ping labels with postage affixed any time, day or night. It's perfect for the small office/home office (SOHO) environment."

To prepare shipping labels using the software, a customer simply enters the address and package information. Addresses can be added to the shipping list at any time throughout the day. When the list is fully prepared, the customer then logs on to the Shipping Online Web site and transmits the batch list. A postage total is calculated and deducted from the customer's credit card. Once the transaction is authorized, the customer can print the labels on label stock or plain paper at his or her convenience. Each label is printed with a unique barcode.

"You don't need a separate program to check your recipients' addresses for accuracy and completeness."

**"You don't need a
separate program to
check your
recipients' addresses
for accuracy and
completeness.
This convenient
program can do it
automatically."**

Paul Courtemanche
Manager, Internet
Shipping Solutions

You can get more information on this desktop shipping service on the Web at www.USPSPriorityMail.com, as well as www.usps.com. ■

LEGISLATIVE UPDATE

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vice to "bind the nation together" as it has for the past two centuries.

Given the wide-ranging competition that each type of mail service faces today, limits placed only on the Postal Service's electronic activities would handicap its ability to satisfy its customers and fulfill its critical public service mission. These limitations may be helpful to private delivery carriers, but they will be

harmful to the American people.

Over the past year, the Commerce Department has not issued a final rule on the administration of .us. In the meantime, the Postal Service has decided to pursue other e-commerce strategies. Though we do not wish to manage the .us domain, it seems premature and unfair to block a single entity like the Postal Service from ever having a connection to this domain space. ■

LETTERS FROM CUSTOMERS

Jeremy Smith

DME Global Marketing
Miami, FL

Dear Editor:

My name is Jeremy Smith and I work for DME Global Marketing in Miami, FL. Having years of experience providing international mail and fulfillment services, we are constantly contacted by our clients to provide solutions for reducing their international mail and fulfillment costs.

One client, whose headquarters are in Colombia, contacted us to assist them in reducing their courier costs of documents to their many mail clients in the United States. They were sending non-time-sensitive documents via courier to all of their clients. They had no alternative, as they did not feel that the Colombian postal service was reliable.

This is when my company recommended that they use the U.S. Postal Service to reduce their costs. We developed a program in which the client would combine their documents into one shipment via courier and send this shipment to us in the United States. We then received the package, verified delivery of all the letters and then posted them for First-Class delivery. On those documents needing proof of delivery, we would use the Postal Service's certified mailing with proof-of-delivery receipt. We also handle all return mail as we affix our return address onto each piece.

This program saved the client over \$400 in the first week when they sent 45 letters in one package. The delay in delivery is minimal and the service has been successful. My client thanks us and the Postal Service for helping to find solutions in reducing their operating costs.

Sincerely,

Jeremy L. Smith

FORTUNE: POSTAL SERVICE GETS IT

The cover story in the Nov. 8 issue of *Fortune* on the "e-volution" of big business featured "10 Companies That Get It." "We asked the experts which big businesses do it right," the article said. One of the 10 that do is the U.S. Postal Service.

The article notes that "this oldest of unwired giants has grabbed a significant chunk of the Net economy. With a series of cool deals, the post office is doing a lot more than just providing Zip+4 numbers at its Web site." *Fortune* cites PC Postage products and adds that the Postal Service "also aims to be the Web's top shipper." Vice President, eCommerce, Bob Krause says in the article, "We are constantly bringing on e-tailers, as well as those who are in click and mortar."

PROPOSED CHANGES TO CMRA RULES

Responding to the concerns of small businesses and privacy advocates, the U.S. Postal Service announced that it is planning to propose a series of additional modifications to regulations governing Commercial Mail Receiving Agencies (CMRAs).

Among the proposed changes, private mailbox customers will have the option of using either the "PMB" (for private mailbox) or "#" sign in their addresses.

Last March, the Postal Service implemented new regulations aimed at discouraging criminals from using private mailboxes to misrepresent themselves and gain access to another individual's mail, a common source of identity fraud. The regulations also make it more difficult for criminals to hide behind private mailboxes to deceive and

defraud senior citizens and other consumers, businesses and even the federal government.

The Postal Service received support for the March regulations from organizations representing thousands of leading businesses, key law enforcement agencies and millions of American consumers. Various groups, however, expressed concerns about privacy issues and the potential that some consumers may have negative perceptions of the "PMB" designation.

Industry representatives met with postal officials several times during the past three months to develop acceptable alternatives to these and other issues.

Other proposed changes would:

- Prohibit CMRA customers from using the terms suite, apartment or any other designation in their address that implies something other than a box.
- Prohibit "grandfathering" of previous CMRA contracts that allow box customers to use suite, etc.
- Assist consumers through an intensive joint education program conducted by the Inspection Service, local post offices and CMRA industry representatives on the meaning and use of PMB and how to determine if the "#" sign is a CMRA address.
- Create a joint effort of the Inspection Service and the CMRA industry to develop indicators that will help CMRA owners identify potential fraudulent operations by a boxholder.

The proposed changes, agreed to by the Postal Service and representatives of the CMRA industry and other groups, will be published in the Federal Register for public comment. If they are adopted, an

effective date will be announced at a later date.

PRIORITY MAIL GLOBAL SERVICE EXPANDS

The Postal Service is expanding its international expedited services by more than doubling the reach of its Priority Mail Global Guaranteed (PMGG) service. The service, offered in alliance with DHL Worldwide Express, currently provides two-business-day guaranteed service for non-dutiable items to major cities in 18 countries and one territory in Western Europe.

PMGG service will broaden to include destinations in 46 new countries and territories including Australia, New Zealand, Canada, Mexico, select countries in Southeast and Far East Asia, and the Caribbean Islands. The number of domestic postal retail stores offering PMGG service also will grow, jumping from 3,500 outlets in 11 major U.S. markets to more than 10,000 retail locations nationwide.

PMGG was launched April 19, 1999, as a joint undertaking by the Postal Service's Package Business and International Business Units. According to Package Business President John Kelly, the service has proven successful and that its expansion is timely and responsive to customer needs.

"As these markets continue to grow," Kelly noted, "the Postal Service continues to strengthen the obligation and commitment it has to its customers to offer a reliable, value-priced service to move important documents abroad."

Under the current pricing structure, PMGG is offered at \$23 for the first half pound with incremental increases based on weight to the maximum legal limit of 70 pounds. In many cases, the existing two-day deliv-

ery guarantee will remain in place, and DHL will continue to provide transportation and delivery from the United States to international destinations. In a limited number of locations, other day-certain guarantees will apply.

To learn more about Priority Mail Global Guaranteed service, visit the U.S. Postal Service Web site at <http://www.pmgg.usps.com>.

AIRBORNE@HOME CONTINUES TO GROW

Airborne Express continues to expand Airborne@Home, its parcel drop shipment discount service for large mailers that uses the Postal Service for delivery. Airborne expects to make around 25,000 daily shipments by the end of the year. Airborne became a Postal Service customer in July, attracted by the cost savings available through drop ship discounts. Parcels are transported by Airborne and deposited at postal delivery units for home delivery. This allows Airborne to take advantage of destination delivery unit (DDU) Parcel Post discount rates. "Airborne is pleased with our service," said John Kelly, president, Package Business. "We have been able to work through some start-up difficulties with the drop-ship file and completion of delivery, and the service is now on track. We want to keep them as a customer and help them grow their business with us."

FT. WORTH/DALLAS PCC CONFERENCE

The Ft. Worth/Dallas Postal Customer Councils will have their annual Mailers Conference on February 8, 2000 at the Arlington Convention Center. The Mailers Conference is a gathering of Postal Customer Council members, vendors and mailing customers who want to display their products and services and

network with others in the mailing industry. Educational sessions will be offered. For registration information, call Kathy Hinton at (972) 293-5033.

TWO NOMINATED FOR GOVERNORS

President Clinton has nominated two individuals to serve as Governors of the Postal Service, LeGree S. Daniels and Alan C. Kessler. Daniels has been a Governor since 1990 and sits on the Compensation Committee. She previously served as the Assistant Secretary for Civil Rights at the Department of Education. Kessler is a lawyer from Philadelphia, experienced in class action, antitrust and securities law. He was vice chair of the Presidential Commission on Risk Assessment and Risk Management.

FOURTH QUARTER SHOWS RECORD PERFORMANCE

For the last quarter of the fiscal year, the Postal Service continued its record of high performance with a 94 percent on-time score for overnight delivery of First-Class Mail, up from 93 percent for the same period last year. The results are independently measured by PricewaterhouseCoopers.

"This is our best performance ever in meeting the needs of our customers," Postmaster General William J. Henderson told the Board of Governors. "We have maintained record levels of service and we are focused to drive our performance to even higher levels."

Two performance clusters, Springfield, MA, and Central Plains (which includes Omaha, NE, and Wichita, KS), led the nation with a score of 96 percent. Seventeen cities tied for a score of 95 percent, and 35 cities posted scores of 94 percent.



LeGree S. Daniels

MEMO to MAILERS

Volume 34 Number 10

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Change Service Requested

EXPRESS MAIL MANIFESTING available

Many mailers may not know that electronic manifesting is available for Express Mail, bringing the convenience of electronic manifesting to overnight package delivery. "Express Mail Manifesting is designed for the sophisticated, high-volume mailer," says Jeff Soltis, classifications support specialist-senior at the Chicago Rates and Classification Service Center.

Express Mail Manifesting (EMM) lets mailers electronically document postage and fees for their expedited mailings and have them verified and dispatched at their facility or a designated local postal facility.

To qualify, mailers must have an Express Mail Corporate Account (EMCA) and complete the needed application forms. They must establish specific quality assurance procedures and have telecommunications access to be able to electronically transmit

and receive files. Before mailings can begin, they must receive certification from the National Customer Support Center (NCSC) that they have met the technical requirements. Additional requirements are listed in the EMM Technical Guide.

The manifesting software is available from different vendors, or it can be developed in-house by the mailer. EMM can be used to pay domestic and international postage and special services fees. Postage is paid electronically through their EMCA.

Soltis notes another advantage to using EMM, "Customers can use one-ply barcoded Express Mail labels. EMM does away with the four-ply labels."

Under the EMM system, information about each piece in the mailing is transmitted to Postal Service Product Tracking System computers before the mailing is presented. Each mailer's site is required to have a Dun &

Bradstreet DUNS file number assigned for tracking purposes.

Verification and acceptance can be made at an onsite Detached Mail Unit (DMU) or at a local facility designated by the District Manager, Marketing. A hard-copy manifest is required to verify postage and the postage amount is electronically withdrawn from the customer's account.

The clerk uses a Mobile Data Collection Device (MDCD) scanner to enter the manifest file number for the site to identify the mailing for tracking through the Product Tracking System. Soltis notes, "Using the scanners to obtain the date and time of acceptance means the customer can apply for a refund if we don't meet our service commitments for Express Mail delivery."

Tracking information is obtained by downloading an extract file from the Product Tracking System that shows the previous day's tracking scans for each

MAILER OR SHIPPER 555 ANY STREET ANY CITY, CA 95603-0955	EXPRESS MAIL U.S. POSTAGE PAID EXPRESS MAIL CORP ACCT (CUSTOMER NAME or CORPORATE ACCT #)
SHIP DATE:	
EXPRESS MAIL UNITED STATES POSTAL SERVICE™ SHIP TO: JOE ADDRESSEE 123 MAIN AVE HOUSTON TX 77058-2377	
USPS EXPRESS MAIL  EA 12345678 4 US	
WAIVER OF SIGNATURE:[YES] or[NO] NO SIGNATURE REQUIRED FOR WAIVER NO DELIVERY ["WEEKEND" or "HOLIDAY"] ATTENTION DELIVERY UNIT <small>*NO EM MAILING LABEL TO REMOVE *ALL DELIVERY EMPLOYEES MUST COMPLETE PS 3849</small>	

**With Express Mail Manifesting, mailers
can use one-ply barcoded labels.**

package, based on the customer's manifest file number. Express Mail tracking information is also available through the postal Web site at www.usps.com or by calling 1-800-222-1811.

Mailers interested in Express Mail Manifesting can call the NCSC in Memphis at 1-800-279-2651 for a copy of the EMM Technical Guide to learn the requirements. Questions on technical requirements can be directed to the NCSC or the Delivery Confirmation Technical Sales Support office at 1-877-264-9693. ■